

Appn. Number 09/473,078

(Shkedi)

GAU 3622

Amnt. C contd.

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CLAIM AMENDMENTSSub
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1. (Currently amended) A method for transacting an advertisement transfer, from an advertisement distributor to a visitor, the method comprising performing the steps of; upon the occurrence of a visitor visitation at a communications node, the communication node performing the steps of:

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(a) upon the occurrence of a visitor visitation at a communications node, the communication node electronically (i) constructing a profile of the visitor profile and (ii);

(b) broadcasting the profile to at least one distributor;

(c) the communication node electronically (i) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and the respective distributor has assigned to substantially each attribute an economic value contribution, (ii) spreading the and wherein attributes of a respective response are spread to form a large number of bid-response combinations, and therewith (iii); determining the respective price of the bid-response combination by logically and arithmetically aggregating the respective value contributions; and

(d) the communication node electronically (i) selecting a bid-response combination from the at least one responding distributors; (ii)

(e) contracting, between the node and the at least one distributor of the selected bid-response, a

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transference of an advertisement from the distributor to the visitor; and (iii)

(f) effecting a transfer of the advertisement to the visitor; and,

b1 (g) ~~determining the respective price of the visitor profile substantially as the sum of predetermined prices for the attributes in the profile.~~

2. (Currently amended) The method according to claim 1 wherein the communications node electronically broadcasting the profile to at least one distributor and electronically collectings generalized response descriptors from the at least one distributor, ~~and the broadcasting (step b)~~ isare done internally using the collected descriptors as proxy for the at least one distributor.

3. (Previously presented) The method according to claim 1 wherein the visitor profile includes at least one item selected from: content's categories of the content the visitor requested or is watching; key words, which classify the content the visitor requested or is watching; time of day relative to server; derivatives of the visitor's IP address; domain; geographic location of the visitor's ISP (Internet Service Provider) or OSP (On line Service Provider); geographic location of the visitor's company or organization if connected through a permanent point to point connection; time of day relative to user, as a derivative of his geographic location; Internet Service Provider (ISP); On-line Service Provider (OSP); browser type; operating system; or SIC code.

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4. (Previously presented) The method according to claim 1 wherein the node or the distributor is audited.
 5. (Previously presented) The method according to claim 1 wherein the broadcasting, contracting, or transferring is encrypted.
 6. (Previously presented) The method according to claim 1 wherein the advertisements are selected from the list: banners, text, HTML page address pointers, text, hypertext, audio content, visual content, or any combination thereof.
 7. (Previously presented) The method according to claim 1 is further including the construction of at least one of the following: an e-mail list, or a data base.
 8. (Previously presented) The method according to claim 1 wherein the selecting is of multiple responses.
 9. (Previously presented) The method according to claim 1 wherein the contracting is with any responding distributor bidding above a predetermined threshold price, and the threshold price is not broadcast.

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10. (Previously presented) The method according to claim 1 wherein the visitor submits a self-disclosure profile to the node.

11. (Previously presented) The method according to claim 1 wherein the visitor profile is constructed from header information in the visitor's transmission.

12. (Previously presented) The method according to claim 1 wherein a rate structure for the contracting is determined according to a matching between the visitor's profile and an advertisement specification in the response.

13. (Previously presented) The method according to claim 1 wherein the contracting includes at least one transaction segment describing the visitor, describing the node, describing the advertisement, and describing the distributor.

14. (Previously presented) The method according to claim 13 wherein the at least one segment includes a Boolean logic sections, a rate structure logic, disclosure information, or disclosure logic information.

15. (Previously presented) The method according to claim 1 further comprising a follow-up visit by the visitor to an address associated with the transacted advertisement.

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16. (Previously presented) The method according to claim 15 wherein the follow-up visit is audited.
17. (Previously presented) The method according to claim 16 wherein the audit includes an item selected from the list: a purchase by the visitor of a service or commodity at a "site" specified in the transferred advertisement, or pointed to therefrom.
18. (Previously presented) The method according to claim 16 wherein the node or his authorized agent receives a payment resulting from the visitor's purchase at a site specified in the transferred advertisement, or pointed to therefrom.
19. (Currently amended) The method according to claim 1 further comprising an intermediary between the node having a visitation and the at least one distributor, and the intermediary is for effecting additions to the visitor profile constructed by the node in step "a-i" or is for effecting any of steps "ba-ii" through "fc-iii".
20. (Previously presented) The method according to claim 1 wherein the visitor discloses his cookie and said cookie is analyzed by the node, the intermediary, the distributor, or an address associated with the transacted advertisement.

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21. (Previously presented) The method according to claim 19 wherein the visitor discloses his cookie and said cookie is analyzed by the node, the intermediary, the distributor, or an address associated with the transacted advertisement.
22. (Previously presented) The method according to claim 1 wherein the visitor specifies a self imposed censorship restriction in order to void acceptance of certain classes of advertising, or in order to designate a class of advertising preferences.
23. (Previously presented) The method according to claim 1 wherein constructing a visitor profile includes correlating known visitor identification parameters with a database.
24. (Previously presented) The method according to claim 1, wherein the step of selecting utilizes a logic protocol according to a relational database query semantic.
25. (Previously presented) The method according to claim 1 wherein the visitor is associated with a commercial enterprise, a search engine, an automaton, a corporate person, or a human.

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26. (Previously presented) The method according to claim 1 wherein effecting, contracting, or constructing includes recording or storing advertisements transferred to the visitor for intentional subsequent transfer to the same visitor or for intentional avoidance of subsequent transfer to the same visitor.

27. (Currently amended) A device for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, the device comprising a sequentially linked series of modules:

- (a) a first module for electronically constructing a visitor profile;
- (b) a second module for electronically broadcasting the profile to at least one distributor;
- (c) a third module for electronically collecting responses from the at least one distributor wherein a preponderance of the responses have a plurality of attributes, and wherein the respective distributor has assigned to substantially each attribute an economic value contribution, and wherein attributes of a respective response are spread to form a large number of bid-response combinations;
- (d) a fourth module for electronically selecting a bid-response combination from the at least one responding distributors;

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- (e) a fifth module for electronically contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the distributor to the visitor;
 - (f) a sixth module for electronically effecting a transfer of the advertisement to the visitor; and,
 - (g) a seventh module for electronically determining the respective price of the bid-response combination by logically and arithmetically aggregating the respective value contributions. ~~determining the respective price of the visitor profile substantially as the sum of predetermined prices for attributes in the profile.~~

28. (Previously presented) The device according to claim 27 wherein the modules are distributed or fragmented between more than one computer processor or network communications server or network communications router.

29. (Previously presented) The device according to claims 27 further comprising at least one memory media containing data collected or data constructed in at least one of the modules.

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30. (Previously presented) The device according to claims 28 further comprising at least one memory media containing data collected or data constructed in at least one of the modules.
31. (Currently amended) The device according to claim 27 further comprising a distributor response module for electronically optimizing a selection from a plurality of broadcast profiles.
32. (Currently amended) The device according to claim 28 further comprising a distributor response module for electronically optimizing a selection from a plurality of broadcast profiles.
33. (Currently amended) The device according to claim 29 further comprising a distributor response module for electronically optimizing a selection from a plurality of broadcast profiles.
34. (Currently amended) The device according to claim 30 further comprising a distributor response module for electronically optimizing a selection from a plurality of broadcast profiles.

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35. (Previously presented) The device according to claim 31 wherein the optimizing is according to a fixed budget, or according to an advertisement campaign model, or according to subsequent modifications thereto.

36. (Currently amended) A program storage device readable by a machine and encoding a program of instructions for executing a method for transacting an advertisement transfer, from an advertisement distributor to a visitor, the method comprising performing the steps of:

- (a) upon the occurrence of a visitor visitation at a communications node, the communication node electronically (i) constructing a profile of the visitor and (ii) broadcasting the profile to at least one distributor;
- (b) the communication node electronically (i) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and the respective distributor has assigned to substantially each attribute an economic value contribution, (ii) spreading the attributes of a respective response to form a large number of bid-response combinations, and therewith (iii) determining the respective price of the bid-response combination by logically and arithmetically aggregating the respective value contributions; and

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(c) the communication node electronically (i) selecting a bid-response combination from the at least one responding distributors, (ii) contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the distributor to the visitor, and (iii) effecting a transfer of the advertisement to the visitor.

~~upon the occurrence of a visitor visitation at a communications node, the communication node performing the steps of:~~

- ~~(a) constructing a visitor profile;~~
- ~~(b) broadcasting the profile to at least one distributor;~~
- ~~(c) collecting responses from the at least one distributor;~~
- ~~(d) selecting a response from the at least one responding distributors;~~
- ~~(e) contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor;~~
- ~~(f) effecting a transfer of the advertisement to the visitor; and,~~

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~~(g) determining the respective price of the visitor profile substantially as the sum of predetermined prices for attributes in the profile.~~

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37. (Currently amended) A program storage device readable by a machine and encoding a program of instructions for executing a system for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, the system including:

- (a) a first module for electronically constructing a visitor profile;
- (b) a second module for electronically broadcasting the profile to at least one distributor;
- (c) a third module for electronically collecting responses from the at least one distributor;
- (d) a fourth module for electronically selecting a response from the at least one responding distributors;
- (e) a fifth module for electronically contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor;

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(f) a sixth module for electronically effecting a transfer of the advertisement to the visitor; and,

61 (g) a seventh module for electronically determining the respective price of the visitor profile substantially by logically and arithmetically aggregating the respective value contributions as the sum of predetermined prices for attributes in the profile.

38. (Currently amended) The method according to claim 1 wherein the step of electronically determining the respective price of the visitor profile includes using a memory cache structure matching tree.

39. (Previously presented) The device according to claim 27 wherein the seventh module uses a memory cache structure matching tree.

40. (Currently amended) The method according to claim 36 wherein the step of electronically determining the respective price of the visitor profile includes using a memory cache structure matching tree.

41. (Previously presented) The device according to claim 37 wherein the seventh module uses a memory cache structure matching tree.